



the
future
is fair

Coffee Week

2022 Report

Licensee Engagement

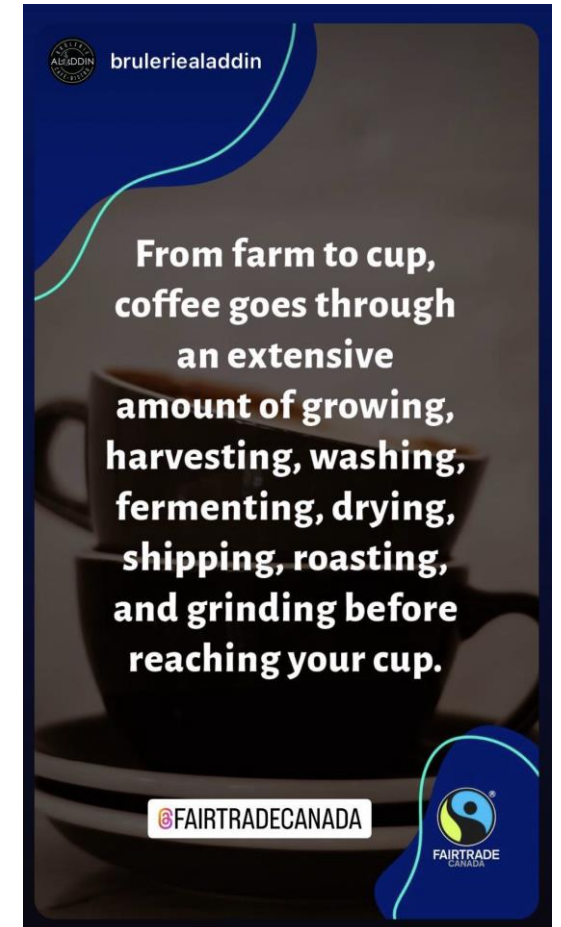


Over 15 brands
participated in Coffee
Week 2022 activations¹



1. Coffee Week took place from September 26 to October 1st 2022.

We saw how licensees were spreading the word on social media





Inbound Marketing Channels

Coffee Week Giveaway



To kick off Coffee Week, we've partnered with Fairtrade coffee brands to give away Fairtrade coffee prize packs that included Fairtrade certified coffees, a coffee kit, and a Fairtrade poster and t-shirt illustrated by Vancouver-based artist Ty Dale.



4,2k likes

560 comments

101k impressions

Featured brands



Fairtrade coffee recipe

There's nothing better than Fairtrade coffee and chocolate! Using Van Houtte's Honduras San Luis Planes coffee and Galerie au chocolat's bold espresso dark chocolate, we've created a tasty coffee drink to try at home.

Featured brands

**VAN
HOUTTE®**




GALERIE
au chocolat
GOURMET INGREDIENTS, INDULGENT CHOCOLATE
INGRÉDIENTS DE QUALITÉ, CHOCOLAT IRRÉSISTIBLE



Fairtrade coffee Instagram Reel

Do you have a Fairtrade coffee obsession? We know we do! We've created this fun IG reel featuring some Fairtrade coffee brands.

Featured brands

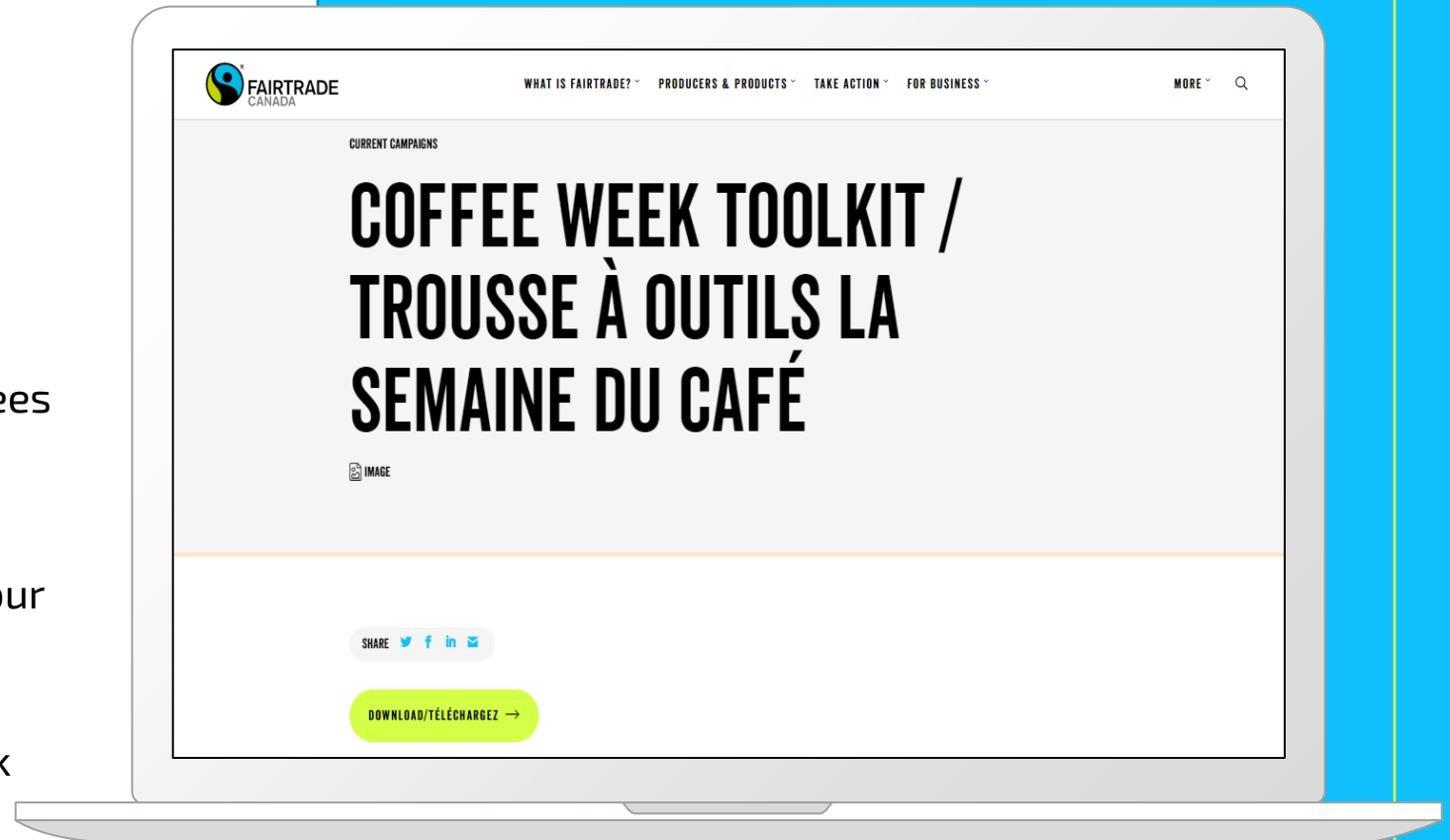


Newsletter and Website metrics

≈ **100** coffee traders & licensees
opened our newsletter

≈ **45** clicked & downloaded our
Coffee Week toolkit

≈ **200** visited our Coffee Week
toolkit page



View our Coffee Week toolkit [here](#)



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Thank you!

Any questions? Please contact Maria Gallardo, Marketing & Communications Coordinator at: maria.gallardo@fairtrade.ca